

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering October 8, 2011 – November 4, 2011:

| Date     | News Releases   |
|----------|---|
| 10/11/11 | Pension Legislation Signed by Governor Set to Strengthen CalPERS Financial Integrity and Ethics |
| 10/13/11 | CalPERS Webinar Prepares Those Soon to Retire   |
| 10/17/11 | Directors Group Honors CalPERS Leaders  |
| 10/17/11 | CalPERS Appoints New Principal Advisor to Board President                                       |
| 10/18/11 | CalPERS Announces Human Resources Senior Staff Appointment                                      |
| 10/24/11 | CalPERS Announces Appointment of Customer Account Services Division Chief                       |
| 10/24/11 | CalPERS Efforts Save State More Than \$1 Billion in Employee Health Costs in Three Years        |
| 10/27/11 | CalPERS CEO Issues Statement on Governor's Pension Reform Proposal                              |
| 11/1/11  | Pharmacy Benefit Changes for CalPERS Health Plan Members in 2012                                |

| Print News Stories          | Topic  | CalPERS Representative | Date       |
|-----------------------------|--|------------------------|------------|
| Sacramento Business Journal | CalPERS Saves State \$1.2B                                   | Ann Boynton            | October 25 |
| Sacramento Bee              | CalPERS Will Not Re-Elect Rupert Murdoch To News Corp. Board | Anne Simpson           | October 15 |
| Sacramento Bee              | Threat To State Workers' Pension Perk Causes Rush At CalPERS | Spokesperson           | October 17 |
| Pensions & Investments      | Legislation Creates CFO At CalPERS                           | Spokesperson           | October 13 |
| Top1000funds.com            | CalPERS Undertakes Large-Scale Board Reforms                 | Spokesperson           | October 26 |

| Broadcast News/Radio  | Topic  | CalPERS Representative | Date       |
|-----------------------|--|------------------------|------------|
| CNBC Strategy Session | Financial Market Analysis, Economy               | Joe Dear               | October 11 |
| Fox Business News     | Long-Term Investment Strategy, Market Volatility | Joe Dear               | October 13 |

| Opinions/Letters | Topic                            | CalPERS Representative | Submitted to:             |
|------------------|----------------------------------|------------------------|---------------------------|
| Letter           | CalPERS Pensions Are Exaggerated | Robert Udall Glazier   | <b>Vacaville Reporter</b> |

*Note: **Bold** Items Submitted and Printed*

### Online Enhancements, Videos & Social Media

#### CalPERS Responds

- 10/28/11 CalPERS CEO Issues Statement on Governor's Pension Reform Proposal
- 10/31/11 DNA of CalPERS Pension Buck

#### Twitter & Facebook

- Live Tweeting at the 2011 Educational Forum. More than 200 Tweets sent. Hash tag #CalPERSEdF mentioned 349 times.